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Advertising Age

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GM tightens grip on dealers

By Jon Lafayette and Patricia Strnad

General Motors Corp. is exercising new control over dealer-groups' advertising and their agencies, indicating the automaker might try to consolidate some local business at its national shops.

Such a change could move portions of an estimated $400 million-plus in billings from numerous local agencies to GM shops.

The automaker's major agencies are Lintas:Campbell-Ewald (Chevrolet), D'Arcy Masius Benton & Bowles (Pontiac and Cadillac), McCann-Erickson Worldwide (Buick and GMC Truck); and Leo Burnett USA (Oldsmobile).

GM's insistence that Oldsmobile dealer ads conform with its national campaign apparently led to the departure last week of Margeotes Fertitta & Weiss, New York, as agency on the $8 million Oldsmobile Dealer TV Communications Inc. dealer account for the New York metropolitan area.

Margeotes, which won the business just six months ago, said the parting was over "creative differences" caused by "constraints and limitations" imposed by Detroit.

The dealer group, known as "The Good Olds Guys," replaced Margeotes with Partners & Shevack, a midsize New York agency that was a finalist in the earlier review.

Other automakers, including Chrysler Motors and Nissan Motor Corp. USA, have consolidated their dealer accounts at national agencies over the past two years.

Historically, only Buick agency McCann-Erickson has handled any dealer advertising. It handles about 5% of Buick dealer accounts, but is barred from actively pursuing such business.

GM's new Saturn subsidiary is overtly encouraging dealers to use its national agency, Hal Riney & Partners, San Francisco, and so far, dealers appear interested.

Buick, Oldsmobile and Chevrolet have

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LAST MINUTE NEWS

Thrifts review accounts

LOS ANGELES—Four of the nation's top 10 savings & loans are shopping for agencies, as California Federal Bank and American Savings Bank put their accounts up for review. California Federal said Bozell, its agency of record, and Ogilvy & Mather, which handles residential-lending ads for the thrift, are "leading contenders" for its consolidated $20 million business, but DDB Needham Worldwide is also believed to be a competitor. DDB Needham's San Francisco office was recently dropped by First Nationwide Financial Corp. (AA, July 31), which will choose among J. Walter Thompson USA and Young & Rubicam, both San Francisco, and Wells, Rich, Greene, New York, for its $15 million-to-$20 million account. American Savings, Irvine, Calif., is expected to decide within a week among incumbent Asher/Gould; BBDO Worldwide; Hill, Holliday, Connors, Cosmopulos; and Lintas:Campbell-Ewald for its $10 million account. Glendale Federal Bank named as finalists in its $10 million account review incumbent Davis, Ball & Colombatto; BBDO; JWT; Saatchi & Saatchi DFS, Torrance, Calif.; and an unidentified shop.

Coke mulls Hispanic ads

ATLANTA—Coca-Cola Co. confirmed last week that its Hispanic consumer ad account, now at Castor GS&B Advertising, New York, is under review. The company recently assigned its major TV, print and radio Columbus quincentenary program to

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Boys Scouts of America want to dispel the image that scouts are nerds.

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Article in *Consumer Reports* causes Plax mouthwash marketer to fight back.

Fed Ex gets serious ... **P. 58**
Federal Express has lost its sense of humor in a new domestic ad campaign from Fallon McElligott.

Leona Helmsley penny-pinches another agency

By Joseph M. Winski

"Learn from me, darling. If you pay the asking price for anything, you're being robbed."—Leona Helmsley, quoted in "Adventures of an Advertising Woman" by Jane Maas

• • • •

Before ushering Ms. Helmsley into the tough-client gallery now presided over by Ernest Gallo, the ad industry ought to note an important distinction: Nobody accused Mr. Gallo of stiffing his agencies.

Taylor-Gordon, Aarons & Co., New York, agency for Helmsley Hotels, resigned the account last week after charging that Ms. Hemsley unilaterally slashed the agency's compensation.

"It was totally unexpected," said Elaine Taylor-Gordon, agency president. "We were shocked. We thought she was kidding."

Shocked though the agency might have been, cutting Taylor-Gordon Aarons' pay would fit the pattern of behavior alleged in Ms. Helmsley's federal tax-fraud trial in New York and in some of her previous agency dealings.

Joyce Beber, president of Beber Silverstein & Partners, Miami, said she had to sue Helmsley Hotels to recover media payments it owed the agency after Ms. Helmsley fired Beber Silverstein several years ago.

Ms. Beber said the case eventually was settled out of court

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Douglas Kirkland/SYGMA

Helmsley: lavish with hotels, niggardly with agencies.

No more CME 'superstar'

Dunlap to seek 'solid' image following O'Donnell exit

By Jon Lafayette

Campbell-Mithun-Esty CEO Bill Dunlap will bring the agency's New York office more into line with the shop's Midwestern culture following last week's departure of Chairman Joe O'Donnell.

With Mr. Dunlap fully in control, an agency source said, the Saatchi & Saatchi Co. shop "will become much closer to Campbell-Mithun. Dunlap will run it his way. Joe did things in his own style."

Mr. O'Donnell, 47, stepped down, citing "mounting conjecture" about his tenure, which was "getting in the way of moving forward agencywide."

J. O'Donnell

Campbell-Mithun-Esty's other offices are in Minneapolis, where Mr. Dunlap is based, Chicago and Southfield, Mich.

Sources say Mr. O'Donnell wasn't fitting in with Mr. Dunlap's attempt to build a single culture across the agency's offices.

Saatchi merged Campbell-Mithun and William Esty Co. a year ago to create a large domestic agency with roots in the Midwest.

Mr. O'Donnell came from the Esty side, where he was ceo and had been trying to build a creative reputation at a shop long-considered creatively stodgy by industry observers.

In contrast, management at Campbell-Mithun-Esty's Minneapolis office has been collaborative and inconspicuous, while the New York agency was in the spotlight, with Mr. O'Donnell clearly leading the effort.

"Now we're not going to have a superstar," the agency source said of Mr. O'Donnell's departure. "It's just going to be a very good, very competent agency."

Working with Mr. Dunlap in running the New York office will be Chairman-Chief

(Continued on Page 61)

Crain names Cappo Ad Age publisher

NEW YORK—Joseph Cappo has been named publisher of *Advertising Age*, effective immediately.

Mr. Cappo, 53, will keep the title of group publisher at parent Crain Communications Inc.

Crain Communications President Rance Crain made the announcement last week following the departure of *Ad Age* Publisher David Persson and Associate Publisher Lawrence Oliver, who accepted offers from Act III Publishing *(see story on Page 57)*.

Mr. Persson, 46, becomes senior VP-group publisher of Act III's media and TV groups, a new post, and Mr. Oliver, 39, succeeds David Bentley as publisher of *Marketing & Media Decisions*.

Mr. Bentley, 50, has moved to *Adweek* as VP-publishing director, a new title, as both Act III Publishing and *Adweek* install the "group publisher" office at their publishing companies.

Mr. Crain, who's also *Ad Age* editor in chief, said he will take on the additional title of publishing director. Mr. Cappo will still report to Mr. Crain.

John R. Brice, promoted to Eastern sales manager with Mr. Oliver's departure, will also continue as sales manager of *Creativity*, the monthly *AA* supplement.

R. Crain

J. Cappo

Mr. Cappo "has become increasingly involved in the workings of *Advertising Age*" as group publisher, Mr. Crain said.

"I'm certain that Joe's dynamic and creative leadership, first as publisher of our enormously successful *Crain's Chicago Business*, then as group publisher of six of our publications, will effectively serve *Ad Age's* growing readership now and in the future," he said.

Mr. Cappo joined Crain Communications as a columnist for *CCB* in 1978 after 15 years covering general and business news for the *Chicago Daily News*. Named publisher of *CCB* in 1979 and a VP in 1981, he was named group publisher earlier this year.

He's the sixth publisher in *AA's* 59-year history.

Mr. Brice, 33, joined the *AA* sales staff here in 1987 after sales posts with the *Chicago Sun-Times* and the *Chicago Tribune*. He was named *Creativity* sales manager last November.

Of Messrs. Persson and Oliver, Mr. Crain said, "I wish them both well and appreciate the fine job they have done for us."

He described their departure as "part of the ongoing talent tug of war in media. More companies are noticing the great work that's being done at *Advertising Age*, both on the editorial side and the sales side. We take this as recognition of our company's ability to develop the best talent in the publishing business."

Act III, formed by TV producer Norman Lear, also publishes *BME, Channels, Channels Market Shares, Corporate Video Decisions, Electronic Musician, Mix, Television Business International, Television Programming Source Books* and *World Broadcast News*. □

DMB&B buys into Sosa

By Christy Fisher and Jon Lafayette

D'Arcy Masius Benton & Bowles USA last week bought a share of a Hispanic agency, and that shop promptly won Burger King Corp.'s $6 million-to-$7 million Hispanic ad account.

The deal with Sosa & Associates, San Antonio, Texas, gives D'Arcy another bit of one-upmanship in its unusual relationship with Saatchi & Saatchi Advertising, New York. The agencies share the $215 million general-market Burger King account.

In the agreement, D'Arcy purchases a 49% interest in the Sosa agency. Ogilvy Group also had been interested in the hot shop, which does work for Anheuser-Busch and Coca-Cola USA.

The deal was announced Aug. 3, and later the same day Burger King said it had awarded its Hispanic account to Sosa. Conill Advertising, New York, a Saatchi & Saatchi Co. unit, also pitched.

Castor GS&B Advertising, Coral Gables, Fla., had handled Burger King.

D'Arcy had been looking to acquire an equity interest in a Hispanic shop, and the Sosa deal had been rumored for some time.

Lionel Sosa, Sosa's president and executive creative director, agreed the D'Arcy affiliation was "instrumental" in the Burger King win.

"They introduced us to Burger King," he said. But it was Sosa's work in Hispanic marketing that cinched the account, Mr. Sosa added.

Conill executives also saw the D'Arcy affiliation as a weighty factor.

"It all makes sense," said Carlos

(Continued on Page 61)

Bush hires adman Rogich

By Steven W. Colford

WASHINGTON—Sig Rogich, the Las Vegas, Nev., adman who helped forge a winning image for George Bush during the 1988 presidential campaign, will join the White House staff this week, sources said.

The hiring of Mr. Rogich, the No. 2 man on the Bush ad team last year, is expected to be announced this week by White House Chief of Staff John Sununu. He will get the title of assistant to the president for initiatives and special activities.

In that role, Mr. Rogich will be "events czar," a White House spokesman said.

"He will be helping decide what 'events' the president will do," he said. "There will be a message that we want to put out, and he will come up with the appropriate forum. He also will have input" into the message.

Mr. Rogich, 45, is president of R&R Advertising, which bills about $40 million through offices in Las Vegas; Reno, Nev.; and Salt Lake City. In his new post, he will lead the president's advance team, making sure the setting and environment for President Bush's speeches and statements are conducive to the message.

S. Rogich

A White House source said Mr. Rogich, a native of Iceland, will serve President Bush in somewhat the same fashion that White House aide Michael Deaver worked for Ronald Reagan.

He will succeed Stephen Studdert, who's returning to the private sector.

"Sig is well-suited to this type of work because of his media background," the source said. "[He] has a very good eye for pictures, for image and for problem control."

Mr. Rogich was solicited for his new job barely a week ago and agreed to the position after a conversation with the president aboard Air Force One.

As the top lieutenant to Roger Ailes, the Bush campaign's media guru, Mr. Rogich created commercials and supervised the work of the people who turned out such memorable TV spots as "Boston Harbor" and "Revolving Door."

Mr. Rogich's personal commercial contributions to the powerful Bush ad arsenal included a b&w montage of gasoline lines from the Carter administration, played to the tune of "I Remember You."

To make the shift from adman to public servant, Mr. Rogich will have to separate himself from his agency, most likely by putting it into a trust. The agency likely will be operated by Exec VP Billy Vassiliadis and VP Ed Rogich, Sig Rogich's brother. □

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Maccabee Israeli beer uses foolish antics of beer bottles involved in dancing, sex and even a funeral to prove life really is like beer.

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Pfizer fights bad press about Plax

Mouthwash claims questioned

By Patricia Winters and Laurie Freeman

Pfizer, whose Plax mouthwash has been labeled ineffective by *Consumer Reports*, is planning to fight back.

The marketer said it's looking at consumer advertising, public relations and possible legal options to counter the article that said Plax doesn't contain any known chemical plaque fighters.

Plax is advertised as an anti-plaque mouthwash in network TV spots from Ally & Gargano, New York.

"We will not allow it to go unchallenged," said Pfizer spokesman Tony Biesada, who said the *Consumer Reports* story "egregiously harmed Plax."

He declined to elaborate on Pfizer's plan of attack, maintaining that "for competitive reasons we are not going to say anymore."

The controversy erupted as sales of Plax and all anti-plaque mouthwashes are skyrocketing, despite a crackdown on plaque-fighting ad and labeling claims by the Food & Drug Administration.

Plaque-fighting mouthwashes now account for about half of the estimated $720 million market.

In its August cover story, the magazine also said the claim that Plax removes "300% more plaque than brushing alone" is based on a study involving panelists who brushed for 15 seconds and didn't use toothpaste.

Pfizer removed the 300% ad claim in May, after the Council of Better Business Bureaus' National Advertising Division found the claim lacked adequate substantiation (AA, May 15).

Marnie Goodman, *Consumer Reports*' media liaison, said the magazine stands by its story and noted that the article found some products do provide anti-plaque benefits with proper brushing and flossing.

Those brands include, in descending order of effectiveness, Procter & Gamble Co.'s Peridex prescription mouthwash, Warner-Lambert Co.'s Listerine and Merrell Dow Pharmaceuticals' Cepacol.

Pfizer charged the study on which the story was based was financed by a competitor and wasn't conducted according to clinical practice. The company said seven other clinical studies have proved Plax's effectiveness.

Warner-Lambert, the marketer of Listerine, acknowledged it financed the independent study but said medical research is typically sponsored by corporations.

Spokesman Peter Wolfe said the company commissioned the study more than a year ago when it was evaluating Plax for potential purchase from Oral Research Laboratories. Pfizer bought Plax from Oral Research last year.

Institutional Services Co., which conducted the study for Warner-Lambert, said it used proper procedures and noted the study was published in the *Journal of Preventive Clinical Dentistry*.

"Pfizer is trying to denigrate this study, but they are ignoring the fact that it [was published in] a peer-review journal. In no way can [the researcher] skew the results to a marketer's needs, not in a peer-review journal," Ms. Goodman said.

The story could take the steam out of the fast-growing Plax brand, which last year grew 171% in food-store sales as Pfizer rolled it national. Industry sources estimated Plax sales last year at $100 million.

Top 10 mouthwashes

Mouthwash sales jumped 12% to $363.3 million in 1988.

Company/Brand	1988 share
Warner-Lambert/Listerine	26.0%
Procter & Gamble/Scope	23.0
Pfizer/Plax	14.5
Warner-Lambert/Listermint	6.7
Merrell Dow/Cepacol	4.5
Colgate/Colgate Tartar-Control	4.3
Lever Bros./Signal	3.4
Colgate/Fluorigard	1.3
Vipont/Viadent	1.2
Dep Corp./Lavoris	1.0

Source: Industry audits

All anti-plaque mouthwashes witnessed share increases last year, while nearly all the rest saw share declines.

The market grew 12% in food-store sales last year to $363 million. Food-store sales represent roughly half of the total market.

Industry audits showed plaque-fighter Listerine, the leader, grew 7% to a 26% share in food stores, followed by P&G's Scope, a breath freshener. Plax, with a 14.5% share, followed.

Merrell Dow's Cepacol, positioned as the rinse with the "plaque-fighter formula," posted a 16% sales gain in 1988 and now has a 4.5% share. Vipont Pharmaceutical's Viadent, which has just rolled national, garnered about a 1.2% share.

Of the cosmetic breath fresheners, only Warner-Lambert's Listermint showed a share gain, up 4% to a 6.7% share. Scope declined 11% to a 23% share. Other mouth rinses positioned as breath fresheners include Lever Bros.' Signal, with 3.4%, down 16%; Colgate-Palmolive Co.'s Fluorigard, with 1.3%, down 32%; and Dep Corp.'s Lavoris, with 1%, down 26%. Colgate Tartar-Control Rinse rolled national last year and had a 4.3% share.

The gains of plaque-fighting mouthwashes came as the FDA investigated anti-plaque claims on the grounds that such claims haven't been approved for over-the-counter products. The FDA will review the issue in the fall.

The FDA contends plaque is a disease that needs prescription-drug treatment.

Nearly all the companies marketing anti-plaque mouthwashes are fighting the FDA's resistance, and continuing to advertise their effectiveness against plaque buildup.

Warner-Lambert, for instance, said it has 20 studies showing Listerine's effectiveness against plaque, and the brand is the only mouthwash with American Dental Association acceptance seal.

The company recently launched a national direct-mail effort in addition to its TV and print campaign via J. Walter Thompson USA, New York. The targeted effort to consumers offers $1-off coupons for Listerine in envelopes marked, "Attention: Viadent and Plax users."

And Vipont recently asked the FDA to reopen its review of oral-care products in hopes of resolving its dispute over Viadent anti-plaque products.

The company told the FDA earlier this summer that products making limited anti-plaque claims should be classified as cosmetic products. □

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New Products/Brand Leveraging Consultants

RC Cola's largest bottler rejects image campaign

By Ira Teinowitz

Royal Crown Cola Co.'s largest bottler just said "no" to a new image campaign that's already running in most of the country.

And that decision has RC rethinking its strategy and considering more retail or promotional advertising in the future, instead of image advertising.

RC Cola Bottling Co., whose distribution of RC in Chicago, Virginia, Florida, Alabama, Georgia and Hawaii accounts for 25% of the cola company's business nationally, last month substituted its own advertising for that created by Hill, Holliday, Connors, Cosmopulos, Boston.

The bottler's advertising, produced in-house, shows the new, more colorful RC can and suggests that, despite a new package, RC has the "same great taste."

"We felt there was a need to explain to consumers the package change," said Linda Rutkowski, VP-marketing for the bottler. "We can't jeopardize our volume."

By contrast, Hill Holliday's RC campaign, themed "C'mon, say yes to the great taste of RC," uses humor, with one set of commercials featuring a witch doctor and another using jousting knights.

RC President Alfred Burke had promoted the campaign—replacing one themed "Decide for yourself"—as a major change, with commercials targeting an older segment of consumers compared with cola rivals' targeting of teenagers.

The bottler, which spends about $3 million annually on advertising, also decided not to use Hill Holliday's campaign for RC's Diet Rite cola. Those TV spots feature men and women growing fat at the slightest taste of a non-diet product.

Instead, the bottler substituted a campaign promoting the flavored versions of Diet Rite.

It's not unusual for a bottler to opt out of a company campaign, said Carey Keane, RC's VP-marketing, adding that the move wouldn't affect RC's relationship with its ad agency.

He said RC worked with the Chicago bottler in developing the package-oriented advertising.

Hill Holliday's campaigns are being used by other bottlers and in national advertising by the soft-drink company. □

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Europe remains mixed bag

By David Murrow

LONDON—Although sales promotion activity in Europe is expanding across borders, a maze of national regulations is stunting the growth of pan-European promotions.

"The actual application of a single technique across Europe is limiting because of these differences," said John Ferrell, joint ceo of International Marketing & Promotions, a unit of D'Arcy Masius Benton & Bowles. The $90 million sales promotion agency will play a key role in coordinating the sales promotion network D'Arcy is planning (AA, July 17).

Citicorp Scrimgeour Vickers values the EC sales promotion market at about $32.4 billion, the same size as the advertising market.

The market for pan-European promotions "should double by this time next year," said Ian Sanderson, director for European coordination at FKB-owned Network Marketing International.

Short-term growth depends mainly on spending of U.S. and European multinationals, an area where Mr. Sanderson expects big activity. Another factor that could affect the growth of sales promotion is 1992, the year the European Community's trade barriers fall. Mr. Ferrell said, "I anticipate change, but I don't know which way the change will go."

Mr. Ferrell, also vice chairman of the U.K.'s Institute of Sales Promotion, is lobbying EC legislators for more consistent and lenient promotion-related legislation. While there is no specific EC directive regarding sales promotion, there are directives for specific industries, such as drugs or toys, that could affect sales promotion regulations.

"Rather than fighting the different laws in each country, it's easier to create adaptable promotions for use in each market," said Marcus Postlethwaite, KLP's senior account manager-Europe.

IMP has published a European Promotional Legislative Guide to give its clients—including Eastman Kodak Co., NV Philips and United Biscuits—an overview of permitted and banned promotional techniques in specific European markets.

For example, free mail-in offers are allowed in the U.K., Ireland and Spain, where rules are more liberal. However, the same promotion may not be permitted in France, Belgium and Luxembourg, and would definitely be out in West Germany.

Denmark, Finland, Sweden and Germany have the most stringent sales promotion regulations in Europe, top industry executives in London say.

Roger Swann, exec VP at KLP International, said the situation in Germany is particularly frustrating for sales promotion and advertising.

"The country has a population of about 65 million people, but there is only 20 minutes of advertising time allowed on daily television there," he said.

The limitations extend to sales promotion. For example, Germany doesn't allow free premiums on products, a standard practice in some countries. Contests are allowed as "attention getters," but not if they're judged "overinducement to buy," IMP's handbook states.

Because of these restrictions, KLP's work during the past year for United Distillers Group's Johnnie Walker Scotch whisky had to be modified.

United Distillers offered a free glass with the product and an offer to buy a set of six glasses. This tactic wasn't allowed in some countries, including Germany.

Even with the laundry list of national regulations, pan-European promotions are possible.

By not using an actual inducement to buy or requiring a proof of purchase, KLP this summer launched Polaroid Corp.'s "Sunglasses Adventure" promotion throughout Europe.

Participants were asked to answer a series of questions to win adventure vacations.

But one answer could only be seen on a special screen at point-of-purchase displays through a pair of filter-lens Polaroid sunglasses. This encouraged trying the glasses on without any actual inducement to buy. □

Which European countries allow these promotions?

Promotion	U.K.	Spain	West Germany	France	Italy
In-pack premiums	●	●	○	▲	●
Multiple-purchase offers	●	●	▲	●	●
Extra product	●	●	▲	●	●
Free product	●	●	●	●	●
Mail-in offers	●	●	○	●	●
Purchase-with-purchase	●	●	○	●	●
Cross-promotions	●	●	○	●	●
Contests	●	●	▲	●	●
Self-liquidating premiums	●	●	●	●	●
Sweepstakes	▲	▲	○	▲	▲
Money-off coupons	●	●	○	●	▲
Next-purchase coupons	●	●	○	●	▲
Cash rebates	●	●	▲	●	○
In-store demos	●	●	●	●	●

● Permitted ○ Not permitted ▲ May be permitted

Source: International Marketing & Promotions, London

PROMOTION & ACCOUNT ACTIVITY

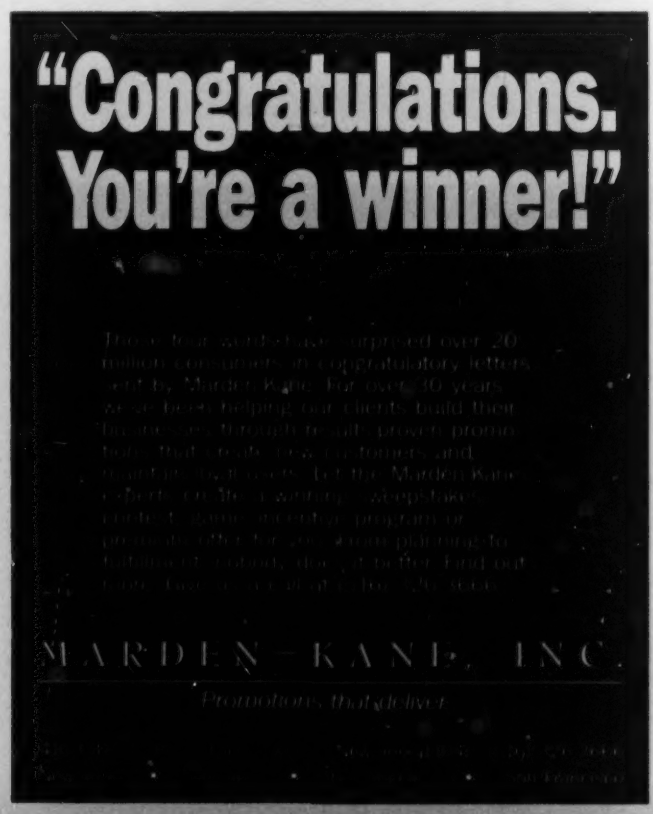
Trendy new board game: "It's Only Money," a board game modeled after a shopping mall, is being sold with coupons for more than $250 off merchandise of brand-name products that appear on the board. Developer ESM Marketing Group is also running the "It's Only Money" national championship: Four contestants who best describe their fantasy shopping spree in 100 words or less will be chosen to play the game in New York next May; the winner will get $300,000, a two-bedroom condo in Miami and a $100,000 shopping spree in New York, the latter courtesy of MasterCard Travelers Cheques. Retailers that sell the game, including Venture Stores and Ames/Zayre, also are running separate contests. Comart, New York, is in charge of ESM Marketing's promotion; Kepke/Fink handles the $2 million TV and radio campaign that supports. Twenty-five companies including Continental Airlines, Home Box Office, Jockey International and Nissan Motor Corp. USA paid $30,000 apiece to get their names on the game, which sells for $24.

Yoplait goes undercover: Yoplait USA on Sept. 11 launches the "Undercover Sweepstakes," its fourth and largest on-pack, instant-win consumer game. Game pieces will appear on the underside of foil lids of 80 million yogurt cups. Prizes include a grand prize of $50,000, trips for two to London, $1,000 cash, 1,500 Clue board games and 3 million paperback mystery novels. The game is scheduled to end Nov. 6. National spot TV and print advertising and couponing support, with radio in selected markets. DDB Needham Worldwide, Chicago, handles advertising; the promotion was developed in-house.

Football promotions kick off: The American Dairy Association on Sept. 18 breaks a $3.7 million "Kick Off the Season with Real Cheese" football promotion. Network TV and spot radio commercials star weatherman Willard Scott. Point-of-purchase materials and trade promotions support the two-month campaign. Flair Communications, Chicago, handles; D'Arcy Masius Benton & Bowles handles advertising.

Separately, Miller Brewing Co. will offer Miller Lite/NFL handbooks as giveaways as part of a "Miller/NFL Football Party Zone" promotion. The promotion, which also mentions Miller High Life and Miller Genuine Draft, will be backed with national TV from Miller agency Louis London Advertising, St. Louis. The agency also handles point of purchase.

Kodak subscribes: Eastman Kodak Co. will give away a six-month subscription to one of six photography magazines with proofs of purchase from a special bonus pack of Kodachrome 200 transparency film and two additional rolls of selected film. The national promotion will run from late summer through yearend, supported by page ads in the magazines. G.M. DuBois Co., Rochester, N.Y., handles the promotion and ad support.



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MEDIAWORKS

LAUNCHING PAD

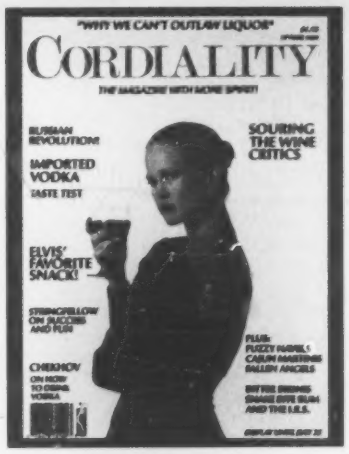
New publication launches.

'Cordiality'

Cordiality Inc. will introduce *Cordiality*, a quarterly, with a September/October issue. A spring test issue was aimed at consumers of alcoholic beverages, but Publisher Joe Finora said the magazine will position itself as a home entertainment-lifestyle publication for 21-to-39-year-olds. Controlled circulation is 100,000. A b&w page is $4,000, and a color page is $5,620. Offices are at 234 5th Ave., New York 10001. Phone: (212) 547-7023.

'Movieline'

Movieline Inc. will introduce *Movieline*, a national film magazine, with a September issue. The company now publishes a similar 4½-year-old controlled-circulation regional magazine in southern California. The monthly national edition will be revamped and redesigned, with newsstand and subscription sales added. Associate Publisher John Molinari said the magazine will be aimed at a more upscale audience with broader interests than existing film publications. "In addition to interesting interviews, we'll go one step further. We'll have celebrities modeling fashions, we'll go to their homes, talk about their dining habits, all in a non-tabloid format," he said. Initial rate base is 100,000. Charter ad rates are $2,385 for a b&w page, and $3,101 for a color page. Anne Volokh is publisher. Offices are at 1141 S. Beverly Drive, Los Angeles 90035. Phone: (213) 282-0711.



'Rollergames'

G.C. London Publishing Associates will introduce *Rollergames*, aimed at viewers of the new nationally syndicated TV game show, in January. The every-other-monthly will have a rate base of 200,000. A b&w page is $2,350, and a color page is $4,245. Kenneth Gudaitis is publisher; Stuart Saks is editor; and Craig Peters is ad director. Offices are at 55 Maple Ave., Rockville Centre, N.Y. 11570. Phone: (516) 764-0300. □

BROADCAST-INC.

Programming and business-side developments in broadcasting.

The American Association of Advertising Agencies has put a yardstick to the ever-increasing cost of TV commercial production.

The second round of data from its computerized system—designed to report and analyze TV production costs—is based on information from 24 agencies covering production of 2,624 spots in 1988 (AA, July 31).

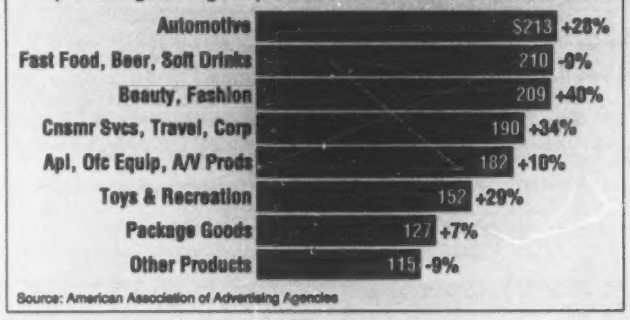
Certain categories, such as automotive, fast food/beer/soft-drinks, beauty/fashion and consumer services/travel/corporate, spend the most for elaborate commercials *(see chart)*. Package-goods spots are among the least expensive, averaging $127,000.

The findings of the Four A's Broadcast Production Committee include average costs, but the recently released executive summary emphasizes that the actual costs can vary widely.

For example, the "average" cost for commercials produced in 1988, as surveyed by the Four A's, was $168,000. But the least expensive spot cost $3,900, while the most expensive cost $1.6 million. □

TV commercial production cost trends

Double-digit increases in production costs hit most TV ad categories in 1988, a new survey reports. Figures show average commercial cost in thousands of dollars for 1988 and percentage change in production costs from 1987 to 1988.


Automotive $213 +28%
Fast Food, Beer, Soft Drinks 210 -9%
Beauty, Fashion 209 +40%
Cnsmr Svcs, Travel, Corp 190 +34%
Apl, Ofc Equip, A/V Prods 182 +10%
Toys & Recreation 152 +29%
Package Goods 127 +7%
Other Products 115 -9%

Source: American Association of Advertising Agencies

John Hall

NEWSSTAND

Print advertising opportunities.

Inside Sports, New York, "The World Series" special editorial section, November issue; ad close: Aug. 8. B&w page: $9,715; color page: $14,500.

Mature Health, New York, "Sex and self-image" special editorial section, November issue; ad close: Aug. 8. B&w page: $6,002; color page: $8,800.

Wood, Des Moines, Iowa, "Product buymanship" special annual editorial guide, on sale Oct. 10; ad close: Aug. 8. B&w page: $6,300; color page: $9,000.

Discover, New York, "A decade in science: the eight biggest ideas of the '80s" special editorial issue, October issue; ad close: Aug. 10. B&w page: $17,745; color page: $25,740.

Entrepreneur, Irvine, Calif., "Business travel for small business" special editorial feature, October issue; ad close: Aug. 10. B&w page: $10,500; color page: $14,000.

The "underwriting sweepstakes" is the focus of *Institutional Investor's* September issue.

Runner's World, Emmaus, Pa., "The New York City Marathon: 20 years young" special advertorial section, November issue; ad close: Aug. 11. B&w page: $14,865; color page: $22,190.

The Sporting News, St. Louis, "Tailgate" special editorial/advertising insert, Sept. 4 issue; ad close: Aug. 11. B&w page: $15,520; color page: $19,500.

The Washington Post Magazine, Washington, "Fall fashion" special editorial issue, Sept. 10 issue; ad close: Aug. 11. B&w page: $15,700; color page: $19,900.

Fortune, New York, "Advanced strategies: a guide to insuring your future" special advertising section, Oct. 16 issue; ad close: Aug. 14. B&w page: $36,230; color page: $55,440.

Institutional Investor, New York, "Underwriting sweepstakes" special editorial feature, September issue; ad close: Aug. 17. B&w page: $14,675; color page: $20,700. □

COVER STORY

Cher making cover comeback

"Cover Story" is a monthly ranking of celebrities' popularity as reflected by their appearances on the covers of more than 30 of the nation's leading publications.

She's baaaaaaaaack!

Cover editors were tripping over themselves last year in a race to see who could put **Cher's** face on their magazine fronts most often. The Uninhibited One won the "Cover Story" top monthly prize three times and breezed to first place in the second annual yearend survey.

Then came 1989 and **Roseanne Barr.** Gone was the plastic-surgery-sculpted goddess, replaced by a hefty blue-collar comic, an Everywoman whose surname, like Cher's (and Lucy's and Di's), is now excess baggage, no longer necessary in her identification. Roseanne.

A broken romance, a new boyfriend, a bout with chicken pox, and Cher wins July's "Cover Story" crown. She is already popping up on August covers (above).

But wait! Just when we thought it was safe to climb off the stationary bike and plop down on the couch, Roseanne-style, with a bag of chips and a beer, we looked up and there was Cher, back on the newsstands, peering down from the covers, reminding us our health club membership renewal fee is due.

In this summer of movie sequels, "Cher II" was almost inevitable. The actress-singer scored 10 points in July to capture first place in the "Cover Story" survey, which awards point values to cover appearances based on such factors as prominence of the photo and frequency of the publication. It was her first monthly win since last September.

Most of Cher's publicity stemmed from her breakup with Rob, a recent bout with chicken pox and a fling with Bon Jovi band member Richie Sambora, who just broke up with Brat-Packer Ally Sheedy. Rumor is Cher will wed the musician. Similar rumors turned the media spotlight on Cher last year, so look for her to stay hot for a while. She's already got at least one August cover under her studded belt.

Second place for July went to **Michael Keaton**, a.k.a. "Batman," star of the summer's hottest, most over-hyped movie. Celebrity magazines focused on the Batfan rejection of Mr. Keaton in the role of their hero, but—holy box office!—he can now laugh all the way to the Batbank. He scored 8 points.

Third-place honors, with 6 points, went to **Mel Gibson**, star of what's likely to end up as the summer's second-hottest movie and most popular sequel, "Lethal Weapon 2." **Michael J. Fox**, with 5.5 points, earned fourth-place honors as magazines speculated on his post-"Family Ties" career moves.

Fifth place saw a tie between **Jackie Onassis**, subject of yet another unauthorized biography, and Ms. Barr, who, with five months to go, seems certain to break the yearend survey point record of 67.5 set by Princess Di in '87. With the 5 points she earned in July, Ms. Barr's year-to-date total rose to 53.5.

Honorable mention: Dead celebrities. **Elvis Presley** scored 3 points; **Lucille Ball** earned 2. □

Written by Scott Donaton.

RECORDBREAKERS

Advertising records set by print media.

American Heritage, New York, record July/August issue, 45.8 ad pages, up 46%.

Bon Appetit, New York, record July issue, 75.7 ad pages, up 25%.

Cooking Light, Birmingham, Ala., record July/August issue, 46.4 ad pages, up 52%.

Country Home, New York, record first half, 225 ad pages, up 43.3%. Also, record revenue, $6.8 million up 39.9%.

Country Inns Bed & Breakfast, South Orange, N.J., record July/August issue, 47 ad pages, up 168%.

Country Living, New York, record first half, 574.4 ad pages, up 8.9%. Also, record revenue, $22.4 million, up 29.5%.

Good Housekeeping, New York, record first half, 778.1 ad pages, up 4.6%. Also, record revenue, $67.1 million, up 11.8%.

Ladies' Home Journal, New York, record first three quarters, 1,126 ad pages, up 18%.

Parents, New York, record first seven months, 819.6 ad pages, 15%.

Rolling Stone, New York, record first half, 983.3 ad pages, up 11%. Also, record revenue, $30.8 million, up 26%.

US, New York, record first half, 375 ad pages, up 20.5%. Also, record revenue, $11 million, up 49.5%. □